

THE BEND BULLETIN

"For every man a square deal, no less and no more."

CHARLES D. ROWE, EDITOR

SUBSCRIPTION RATES:
 One year.....\$7.50
 Six months.....\$4.00
 Three months.....\$2.00
 (variably in advance.)

WEDNESDAY, FEB. 24, 1909.

Think This Over.

The Bulletin would call the attention of its readers to a display ad. on this page that states some facts in regard to advertising. The question is often asked, "Who pays the expenses necessary for extensive advertising?" Some have the mistaken notion that the cost of advertising is ultimately paid by the buying public.

That is an erroneous idea. In fact, it is generally the rule that better and cheaper goods can be bought at the store that advertises. The chief purpose of advertising is to make QUICK sales and to create new business. Every merchant desires to "turn" his stock just as many times as possible. Here's an example in point: A merchant invests a dollar in sugar. He sells that dollar's worth of sugar and makes a profit, say, of 20 cents. He invests the same dollar immediately in another dollar's worth of sugar, and sells it again at another profit of 20 cents. Thus it is seen that the oftener he "turns" or sells that dollar's worth of sugar, the greater becomes his profit. But if that sugar remains unsold in his store, he is making no profit whatever, and the capital invested is lying idle. Well, then, if you were a merchant, wouldn't you rather sell the sugar five times at a profit of 20 cents on each sale (or a dollar profit on the five sales) than to sell it once at a profit of say 40 cents on the sale?

Right there is where the value of advertising comes in. The merchant, by up-to-date, judicious advertising, induces MORE people to buy of him, and he thus can sell his goods cheaper and yet make more profit on a year's business than the man who does not advertise. The advertiser makes a little profit on each of many sales; the non-advertiser makes his profit on a few sales by charging more for each item.

Thus it is that the advertising merchant invariably sells cheaper than the non-advertiser. And thus it is that the advertising merchant makes a bigger profit than the non-advertiser. Isn't there a lesson here both for Bend merchants and for the buying public?

C. R. Kluger, the Jeweler, 1060 Virginia Ave., Indianapolis, Ind., writes: "I was so weak from kidney trouble that I could hardly walk a hundred feet. Four bottles of Foley's Kidney Remedy cleared my complexion, cured my backache and the irregularities disappeared, and I can now attend to business every day, and recommend Foley's Kidney Remedy to all sufferers, as it cured me after the doctors and other remedies had failed.—Bend Drug Co."

Inklings From Gist.

GIST, Feb. 23.—Fred Weice killed 30 hogs one day last week, and has 13 more to kill, of which he will make bacon. These hogs dressed about 150 pounds each.

Newton Cobb has sold his fine ranch in the Cloverdale country to a party whose name we did not learn. We are informed the price received was \$7,500.

There arrived at the home of Mr. Chas. Wiley, on the 19th, a baby boy. Mother and babe doing nicely. Dr. Coe in attendance.

Mr. and Mrs. C. L. Gist have been on the sick list the last week with lagrippe. C. L. says it was a hard dose to take, but directions said take it.

The meetings being held at the school house at Gist are progressing nicely. Frank Zumwalt and wife of Redmond were visiting in and around Sisters last week.

Mr. Coyote will have to look out now. His scalp is worth \$1.50.

Alex Smith and Roy Foster passed through here Saturday on their way to Bend, returning Sunday.

Pleasant Ridge Notes.

PLEASANT RIDGE, Feb. 23.—A large amount of clearing is being done this spring, much more than that of last year.

There are a number of hotbeds now in operation.

A number of our farmers are sending to outside places for their clover and alfalfa seed this spring. They seem to be getting it for 14 and 18 cents per pound laid down here.

Born, to Prof. and Mrs. Ward Harraider at Cline Falls, on February 20, a girl. Mother and babe doing nicely.

Miss Fern Hall, who has been teaching over in the Bear Creek country for the past three months, is now home for a short vacation, after which she will return for another four months' term.

Mr. Eaton, who has been spending the winter with his daughter and son-in-law, Mr. and Mrs. A. J. Chase, has now returned to California.

The Big Barn Warming.

The barn warming at J. H. Wendandy's new barn Monday evening was a most successful affair. While the crowd could have been larger, yet there was a fair number of dancers in attendance, and as is usual with Bend dances everyone had a good time. A number of visitors were present from Rosland, Laidlaw and Sisters, and other surrounding points. There was plenty of room for the dancers, the floor was a good one considering that it wasn't built for a dance hall, the Bend band discoursed the best of good music, and the Ladies' Library Club served most satisfying refreshments—"lickin' good." The Anarchists are to be congratulated on furnishing the people of Bend and vicinity a most enjoyable evening.

SEEDS
 Fresh, Reliable, Pure
 Guaranteed to Please
 Every Gardener and
 Planter should test the
 superior quality of our
 Northern Grown Seeds.
SPECIAL OFFER
FOR 10 CENTS
 we will send postpaid our
FAMOUS COLLECTION
 1. 50¢ 60 Day Tomato
 2. 50¢ Prizewinning Radish
 3. 50¢ Prizewinning Cucumber
 4. 50¢ Early Arrowhead Cabbage
 5. 50¢ Prizewinning Market Lettuce
 Also 15 Varieties Garden Flower Seeds
 Write today! Send 10 cents to help pay postage and
 packing and receive the above "Famous Collection," in
 addition with your Free and Instructional Garden Guide.
GREAT NORTHERN SEED CO.
 1758 Ross St.,
 Rockford, Illinois

"Billy" Sunday's Hot Shot.

PUBLISHED BY REQUEST OF
 A SUBSCRIBER.

"Somebody says: 'What's the difference between a game of checkers and a game of cards?'"

"Just as much difference as between heaven and hell. And from the day a pack of cards were invented to satisfy the whims of an idiotic king, down until now, they haven't been used for much but gambling, and that is about all they are doing for this old world. Many a boy has been inveigled into some gambling room; he breathes the air and listens to the click of the chips and the rattle of the dice and of the roulette wheel and the caller at faro bank, and he is reminded of his home. My God, what a heritage to bequeath to a boy, that he has to go to a joint like that to remind him of his home, to stand out uppermost in his mind! but too often that is the way he is doing. Men that have spent and are spending their lives at these things tell us that nine-tenths of all the gamblers of today were taught to play cards in their homes and eight out of ten were taught to play cards in the homes of professing Christian people.

Hits Card Playing.

"I'll tell you what I have—I have more respect—get it plain, get it clear, now—I have more respect for an old hag who will bet her last 'son' at Monte Carlo than I have for those church members that parade under the garb of respectability of church membership and sit around in their homes and play cards for prizes just to lug them home. I have more respect for the gambler who will sit in a gambling joint and buck a jackpot at 3 o'clock in the morning, for he is a gambler and professes to be nothing else, while you are just as much a gambler as he is and you profess to be a Christian. It doesn't make any difference whether you play for a twenty dollar gold piece, a cream pitcher, a picture frame, or a cut glass dish worth \$20. It doesn't make a whit's difference. You are a gambler just the same, and you ought to sleep in a calaboose with the rest of the blacklegs, for you are no better than they are.

An Insult to Church.

"I tell you, any man or woman in the church or out of it, that stands up and defends cards, in the face of a denunciation by a man like that, by the eternal God, if I was in a church I would get out of it. I wouldn't disgrace the church or insult God. You have more than ordinary brass to stand up and defend that cursed, damnable, dirty, stinking thing when men who have been pushed to the brink of hell stand up and denounce it.

"The dance is the hotbed of immorality. I unflinchingly, without fear or favor, denounce the dance. It isn't even an innocent amusement. It is one of the greatest evils on the face of this earth. The dance is the cause of the downfall of more girls than any other thing this side of the pit of hell today.

Men Dance for Hug.

"Most men dance for the hug. They don't care anything about the dance, it's the hug that goes with it. And there isn't a man here tonight that has ever danced, that is an honest man, that won't say that is true. Any man is willing to admit that it will do his daughter no harm to keep his daughter away from a ballroom, while it may ruin her to let her go. Are you a father? Are you a brother? Do you accompany your daughter or your sister, and do you stand there and watch her dance? When young fellows come up ask for her name to be written on their lists, and you stand there and see her become a partner of young bucks whom you

know are as rotten as hell in their life, and their names are as common on the lips of the girls in the red light district as they are of the society belles, and they will spend two or three nights a week in the arms of infamy and then accompany your daughter on the ballroom floor to dance with them? Do you stand there and tell me you don't see any harm in it? Then I'll pass you up. You are too low down for me.

Crusade for Everybody.

"Dancing is simply a hugging match set to music. Dancing is a sexual love feast, and this crusade against it is for everybody, not for the preacher. If I thought I was the only man in Spokane against these things I would pack my trunk and let the town go to hell, if I had to think I was the only one interested in the moral welfare of the community; but I know thousands of people in this town who are interested in its moral welfare and who are working and praying; and I know another gang that is doing all it can to damn the community. All citizens in Spokane who are interested in her moral welfare are in favor of these meetings.

Only Fools Dance.

"You say: 'Mr. Sunday, I send my daughter to a dancing school to learn to be graceful.' You are a big fool. Fool. You send her there to be disgraceful. All right, send her to a brothel to be taught parity. Send your boy to a saloon to be taught sobriety.

"You are a fool, girl, if you ever go on a ballroom floor, and if any young buck insults your womanhood by asking you to go to a dance, knock him down. And any man, in view of the facts I flash up before him, who would ask a girl to go to a dance, if it were my daughter, I'd knock him down. I don't see how any man that has a streak of manhood in him, or has the good of girlhood at heart, could ever ask a girl to compromise herself by requesting her to go to a dance, even if she should escape with her virtue. He won't do it if he is a man. He is a brute if he would."

"Many a boy and girl trained in their home by their mother to abhor cards have been ruined by going to board in some good for nothing, no account, beer drinking, card playing, dancing Presbyterian family."

"Take the leg shows off the stage and you will see where they will go. It's the leg show that attracts, not the drama."

"If some lobster would come around and ask my daughter to go out buggy riding in a buggy at midnight I would kick the scoundrel off the porch so quick it would make his head swim. If the buggies in these livery stables could talk there would be something doing."

"If I had a boy who would join a club I would as soon put him in his coffin. Nine out of every ten are nothing but whisky drinking and card playing joints. That's about all they are."

"Don't insult Jesus Christ or the high and noble name of charity by dragging it into that dirty harlot producing institution called the dance."

"You get out on the floor and dance and you have on an abbreviated costume enough to make the squaw or the red man of the plains have pneumonia. It's enough to give a man a cold to look, but he doesn't catch cold."

"If you dance because you like to dance you can get just as much exercise with your arms around some old lobster as you can with them around a girl."

"I want to see the color of the buck's hair that can put his arms around my wife. I'm going to monopolize that hugging proposition myself."

DHL RECORD

RECORD
 Pacific Horse Liniment is prepared expressly for the needs of horsemen and ranchmen. It is a powerful and penetrating liniment, a remedy for emergencies. A soothing embrocation for the relief of pain, and the best liniment for sprains and soreness. Unequaled for curing the wounds and injuries of BARBED WIRE and for healing cuts, abrasions, sores and bruises. Pacific Horse Liniment is fully guaranteed. No other is so good or helpful in so many ways. If it fails to satisfy, we authorize all dealers to refund the purchase price.
 EXTRA LARGE BOTTLES FIFTY CENTS.
 HOYT CHEMICAL CO., PORTLAND, ORE.
 BOOKLET FREE

JUST FINISHED INVOICING
 ---to busy to write an adv. WATCH US NEXT WEEK
Bend Drug Co.
 SUCCESSOR TO MERRILL DRUG COMPY.
 J. D. DAVIDSON, - - MANAGER

Yes==You Can Buy Things More Cheaply at a Store That Advertises!

If you were a merchant, wouldn't you rather sell a thousand yards of silk in a day, at a profit of 10c a yard, than to sell (without advertising) fifty yards, at a profit of 25cts a yard.
 Isn't it plain that in all such instances the buyer gets the benefit of the "volume of business" which advertising enables the merchant to do?
 The money cost of a journey—long or short—by stage coach (not to count time, or comfort) was greater than that of a present day journey by railway. The "old ways" of doing things were not even CHEAPER.
 The cost of things in an old-fashioned store nowadays is greater than in the progressive stores—the advertised stores. It's not even CHEAPER to patronize the non-progressive merchant—not to count the unwisdom of helping make it possible for reactionary and non-progressive merchants to still "do business."

U. C. COE, M. D.
 Physician and Surgeon
 OFFICE OVER BANK
 All Right Telephone Connection
 DAY TELEPHONE NO. 21
 BEND, OREGON

THE First National Bank
 of Prineville.
 Established 1887.
 Capital, Surplus and Undivided Profits, \$100,000.00
 B. F. Allen.....President
 Will Wurawiler.....Vice President
 F. M. Baldwin.....Cashier
 H. Baldwin.....Assistant Cashier

C. S. BENSON,
 ATTORNEY AT LAW
 OFFICE IN BANK BUILDING,
 BEND, OREGON

POLK'S GAZETTEER
 A Business Directory of each City, Town and Village in Oregon and Washington, giving a Descriptive Sketch of each place, Location, Shipping Facilities and a Classified Directory of each Business and Profession.
 B. L. POLK & CO., Inc.
 Seattle, Wash.

=Lumber=
 The following prices on Lumber will be in effect after this date at our mill

Common Rough	-	\$12.00 per M
Surfaced, Sized, and Shiplap	-	15.00 per M
No. 2 Dressed	-	22.50 per M
No. 1 Dressed	-	30.00 per M
Shingles, Best Quality	-	3.50 per M

Terms Strictly Cash.

The Rosland Lumber Company
 ROSLAND, OREGON